What is claimed is:

1.   A method of customized hearing training comprising:

mapping a hearing loss profile for an individual based on hearing loss testing

information for the individual;

identifying troublesome content from a troublesome word database based on the

hearing loss profile, wherein the troublesome content includes at least one of a

troublesome word and a sentence including the troublesome word; and

storing a training word unit on a data storage media, wherein the training unit includes

the troublesome content associated with a corresponding amplification factor for the

individual and can be accessed to generate a sound output constituting a normal

version of the content and a modified version of the content amplified by the

corresponding amplification factor.

2.   The method of claim 1, wherein the media includes a plurality of the training word

units and wherein the amplification factor for a first of the training units includes a

plurality of fractional amplification factors constituting different fractions of the

corresponding amplification factor, wherein the first training unit can be accessed to

generate sound outputs of the content of the first training unit having incremental levels

of amplification.

3.   A system for customized hearing training comprising:

a customized training means for testing an individual having hearing loss and

mapping a hearing loss profile for the individual based on results of hearing loss testing;

wherein the training means identifies troublesome content from a troublesome

word database based on the hearing loss profile, wherein the troublesome content

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includes at least one of a troublesome word and a sentence including the troublesome word; and

wherein the training means stores a training word unit on a data storage media, wherein the training unit includes the troublesome content associated with a corresponding amplification factor for the individual and can be accessed to generate a sound output constituting a normal version of the content and a modified version of the content amplified by the corresponding amplification factor.

4.   The system of claim 3, wherein the data storage media includes at least one of a portable data storage media and a data storage media accessible over communications networks.

5.   The system of claim 3, wherein the training means includes the troublesome word database.

6.   The system of claim 3, wherein the media includes a plurality of the training word units and wherein the amplification factor for a first of the training units includes a plurality of fractional amplification factors constituting different fractions of the corresponding amplification factor, wherein the first training unit can be accessed to generate sound outputs of the content of the first training unit having incremental levels of amplification.

7.   A method of customized hearing training comprising:

collecting frequency and amplitude hearing loss data for the individual by performing a frequency versus amplitude hearing test on the individual;

generating a hearing loss profile map including frequencies requiring amplification and associated amplification factors based on the frequency and amplitude data;

providing a troublesome word database, wherein the database includes a plurality of words, wherein each of the words includes at least one frequency component and is indexed in the database in accordance with the at least one frequency component;

generating pairs of training word units, wherein one of a first pair of the training units includes a troublesome word from the word database having at least one frequency component substantially equal to a frequency requiring amplification in the profile map, and wherein the other of the first pair of the training units includes the troublesome word and an amplification factor for the frequency requiring amplification; and

storing the training units on data storage units of at least one of a fixed and portable data storage media, wherein the respective pairs of the training units are stored on the media such that a normal version and a modified version of the word included in a pair of the training units can be generated as a sound output, wherein the normal version sound output is without any amplification and the modified version sound output includes selected amplification of the word based on the amplification factor.

8.   The method of claim 7, wherein the other of the first pair of training units includes a plurality of fractional amplification factors constituting different fractions of the corresponding amplification factor, wherein the fractional amplification factors are

accessible to generate sound outputs of the content of the first pair of training units having incremental levels of amplification.

9. The method of claim 7, wherein the fixed media is accessible over a communications networks.

10. The method of claim 7, wherein the portable media is a CD.

11. The method of claim 7, wherein the pairs of the training units are stored on the media such that the individual can selectively generate, for each of the pairs of the training units, the normal or modified version sound output of the word.

12. A data storage media for customized hearing training of an individual to use a hearing aid, the media including a plurality of training word units including troublesome content, wherein the content in the respective training units represents an association between troublesome content indexed by frequency in a troublesome word database and a hearing loss profile mapped from results of hearing loss testing on an individual, wherein the troublesome content includes at least one of a troublesome word and a sentence including the troublesome word, where the media further includes amplification factors respectively corresponding to the troublesome content of the training units and wherein the training units can be accessed to generate a sound output constituting a normal version of the content and a modified version of the content amplified by the corresponding amplification factor.

13. The data storage media of claim 12, wherein at least a first of the amplification factors includes a plurality of fractional amplification factors constituting different fractions of the first amplification factor, wherein the fractional amplification factors are

accessible to generate sound outputs of the content corresponding to the first amplification factor at incremental levels of amplification.

14.   A data storage media for customized hearing training of an individual to use a hearing aid, the media including a plurality of training word units including troublesome content, wherein the content in the respective training units represents an association between troublesome content indexed by frequency in a troublesome word database and a hearing loss profile mapped from results of hearing loss testing on an individual, where the media further includes amplification factors respectively corresponding to the troublesome content of the training units, wherein the media includes listings of test words linked to the respective corresponding training units, wherein the test words include the troublesome word of the corresponding training unit and similar sounding words, and wherein the training units can be accessed to generate a sound output constituting a normal version of the content and a modified version of the content amplified by the corresponding amplification factor and wherein the listing of the test words respectively corresponding to the training units can be accessed to generate a text display on a monitor.

15.   The data storage media of claim 14 further comprising an executable application program, wherein the program, upon execution by a computer playback device, for at least a first of the training units, provides for generation of a sound output constituting a modified version of the content amplified by the corresponding amplification factor, provides for display of the test words corresponding to the first training unit on the monitor, provides for display on the monitor, with the test words, of a prompt for selection of the test word generated as the sound output, and provides for repeated

generation of a sound output constituting a modified version of the content amplified by

the corresponding amplification factor if the test word that is selected is not the

troublesome word.